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OPENS
OCTOBER
1971

PREVIEW EDITION

Walt  Disney World

"THE VACATION KINGDOM OF THE WORLD"



*“With the technical know-how
of American industry
and the creative imagination
of the Disney organization,
I’m confident we can build a
living showcase that more
people will talk about
and come to look at
than any other area
in the world.”*



WALT DISNEY

FEB 23 1998

HOTEL ADMINISTRATION LIBRARY

A new
concept in
vacation-
lands

Almost at the very center of America's number one vacation state, Walt Disney Productions is creating a land of entertainment and recreation so vast in scope that it is already being called, "the Vacation Kingdom of the world."

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It's a completely new kind of vacation experience, and it will be offered to the American family (and to visitors from around the world) for the first time when Walt Disney World opens in Central Florida in October, 1971.

Stretching three miles from East to West and over two miles North to South, Walt Disney World's "Phase One" will encompass more than 2,500 acres and will include an almost endless variety of activities.

Here a family vacation will become a series of different and unique adventures. You'll board a monorail train and ride right through a hotel "lobby" so different it is being "decorated" by landscape architects . . . sail a boat for miles and then step ashore just a few paces from your hotel room . . . play 54 holes of golf on courses lined by stands of pine and cypress, challenging amateur and professional alike . . . and dine in a stately restaurant inside an 18-story tall, 18th Century style castle.

Perhaps the most popular adventure of all will be a visit to the "Magic Kingdom" theme park—filled with some of the most famous attractions of California's Disneyland, plus many new and unique attractions of its own.

But as exciting as the new "Magic Kingdom" theme park will be, Walt Disney World encompasses much more. In this complete vacationland, the new Magic Kingdom will be just *one* of many entertainment and recreation attractions. Visitors will not only *play*—they will also *stay* in

Walt Disney World.

On the shores of beautiful Bay Lake and a broad man-made lagoon, the Disney organization is creating a series of specially themed hotels, offering a range of activities so varied that each hotel will be almost a complete "resort" in itself.

Two "theme resorts"—so-called because each hotel is being planned around a single theme that represents a culture or architectural style around the world—will be available to guests during Walt Disney World's first year of operation. Both will offer far more than simply convenience of location to the new Magic Kingdom and its attractions. In design motif, food specialties, recreation activities, convention facilities and even the type of entertainment presented, these major hotels will complement each other and the adventures and attractions of the Magic Kingdom.

One of the world's most unusual transportation networks will provide effortless travel at any time between the Magic Kingdom, the resort-hotels, and the visitor parking center. Walt Disney World guests will leave their automobiles either at the day-visitor center (located nearly one mile from the theme park entrance) or at their hotel, in the case of vacationers staying in the theme resorts.

Guests will then travel around Walt Disney World by *water* on board steam-powered side-wheelers and excursion steamers . . . and by *land* aboard surface vehicles including air-conditioned, high-speed monorail trains. These silent, electric powered trains will be an attraction in themselves



NOTE
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— a grand tour of Walt Disney World traveling over an elevated “highway in the sky,” and passing directly through the open mall lobby of the Contemporary Hotel on the way to and from the Magic Kingdom entrance.

In these ways, all the attractions of this vacationland will be linked together as part of the same “world.”

In Walt Disney World, the Disney designers have planned a *Vacation Kingdom* oriented to land and water recreation and entertainment:

On the land, in addition to the family adventures of the Magic Kingdom theme park, visitors will be offered dozens of other recreation activities . . . 18-hole championship golf courses, stables and bridle trails, nature tours that take advantage of the pristine beauty of Walt Disney World’s wilderness areas, swimming, tennis, bicycling, archery, shuffleboard and many others. Dancing and nightclub entertainment at each hotel will feature popular entertainers—for both adult and family audiences—while nearby theatres present motion pictures and stage shows.

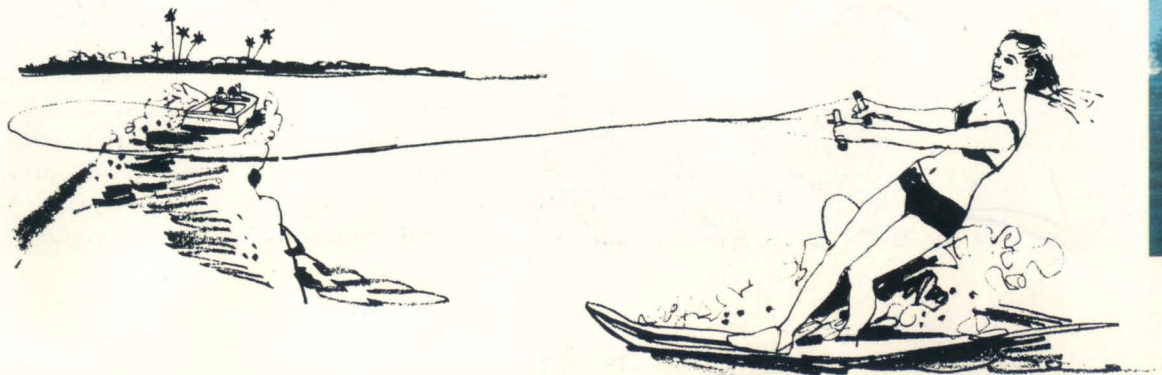
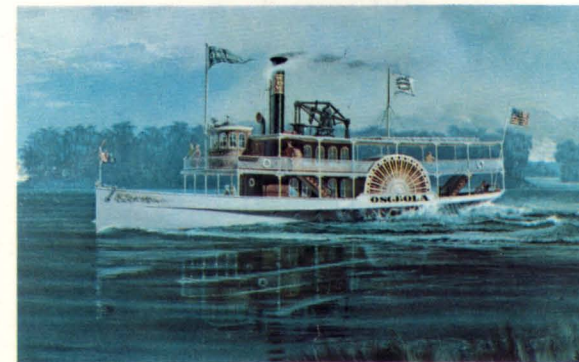
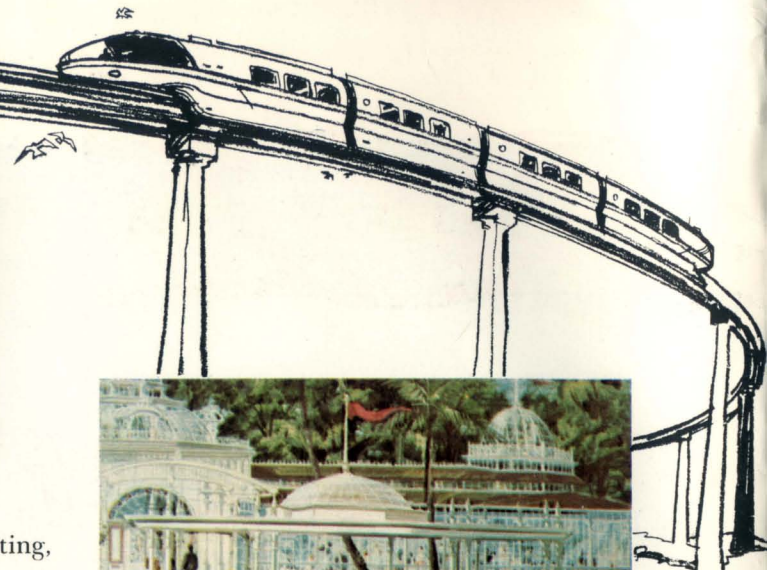
On the water, Bay Lake and the broad lagoon will offer a three-mile pleasure waterway dotted with natural and man-made islands. Along the shoreline, white sandy beaches will extend for miles, beckoning sun bathers and swimmers. Special lakeside facilities will be available for barbecues and picnics. And the waters of lake and lagoon will always be crystal clear, providing perfect



conditions for swimming, water-skiing, boating, sailing and sight-seeing cruises.

Water will also serve as a “stage” in Walt Disney World. Lakeside and on the lagoon, fireworks shows and water spectacles will be presented—even including special “parades.”

There is no destination-resort today quite like Walt Disney World will be tomorrow. At its opening in October, 1971, Walt Disney World will present a complete vacationland for the entire family . . . a place of *entertainment*, crowned by the new Magic Kingdom theme park, with all the excitement and adventure of California’s Disneyland . . . a place of *recreation*, where land and water sports abound . . . and a place of *relaxation*, catering to the needs not only of guests who come for the day, but planned and oriented around activities and adventures for those who stay here for all or part of their family vacation.



The Magic Kingdom

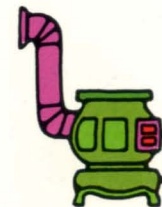
The "Magic Kingdom" theme park in Walt Disney World will parallel, in size and shape, the park that established a whole new concept in outdoor entertainment—California's Disneyland.



While some of the attractions in the new Magic Kingdom will be familiar to the more than 90 million people who have already visited Disneyland, many more will be unique to this new Disney theme park in Florida.

A major difference will be the first area viewed by guests — the Magic Kingdom entrance. With guests arriving and departing by monorail trains, water craft and land vehicles, the entrance will be a colorful transportation center. Here, water and land vehicles of all kinds will come and go, carrying visitors between the parking center, the theme park, and the theme resorts.

Inside the Magic Kingdom, guests will literally bridge time and theme when they step into its six major lands . . . each an individual, thematic realm unto itself.



MAIN STREET U.S.A.

will depict 1890-1910 America . . . our nation at the crossroads of change when gas lamps were giving way to electric lights and horse-drawn vehicles were making room for the new-fangled "horseless carriage." Old-fashioned shops and restaurants will be similar, architecturally, to elegant turn-of-the-century Eastern resorts such as New York's popular Saratoga Springs. Steam-powered trains will depart from a grand Victorian

station in Town Square for a journey completely around the theme park. Nearby, in an old-fashioned hotel atmosphere, the Magic Kingdom hospitality center will provide a wide range of information services for Walt Disney World guests. Here also, a special film and exhibit presentation will feature the life and works of Walt Disney—from motion pictures to Disneyland and Walt Disney World.



ADVENTURELAND

will recreate exotic far-off regions of the world. Here guests will dine in an old Caribbean village setting, shop in a bustling North African marketplace, and join an enchanted luau at the *Great Ceremonial House*. Offshore, on *Swiss Family Isle*, guests will climb to adventure in the towering Treehouse overlooking the entire jungle area. On the famous *Jungle River Cruise*, they'll board explorers' launches for a "danger-filled" safari encountering lions, elephants, hippos, and dozens of other "wild" creatures.



Frontierland

will relive the old West much as it was a century ago when hardy pioneers first explored the wilderness. A steam-powered stern-wheeler, keel boats and log rafts will cruise the frontier rivers of America. Nearby, in a rustic Western saloon setting, the *Country Bear Band* will feature the zaniest troupe of bears ever assembled, performing on-stage in a foot-stompin'

country and Western hoedown. They'll sing and swing and strum guitars in the finest tradition of wild frontier musicals.

Another major attraction to be added during Walt Disney World's "Phase One" is *Thunder Mesa*, which will tower high above dense pine forests, offering a spectacular panoramic view of Frontierland. Resembling a "table-top" mountain, typical of those found on Southwestern deserts, it will include a pueblo-style village and a series of exciting adventures. Inside Thunder Mesa, guests will "sign aboard" the *Western River Expedition*—a musical parody of the wild old West. On their cruise, they'll come face to face with cowboys and Indians in a frontier fantasy on the grand scale of Disneyland's famous "Pirates of the Caribbean."

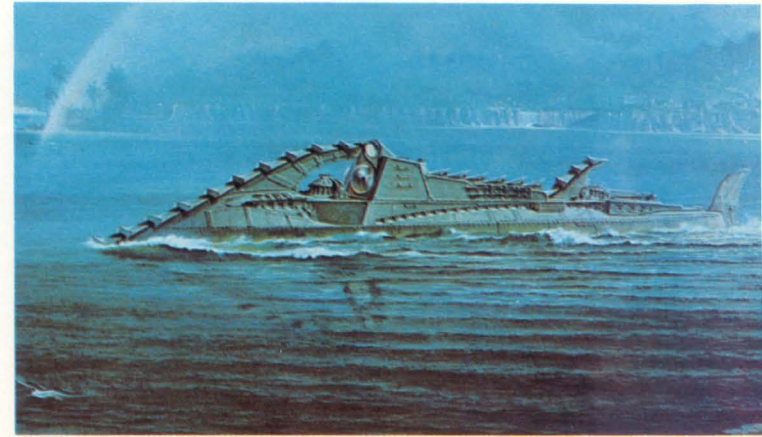
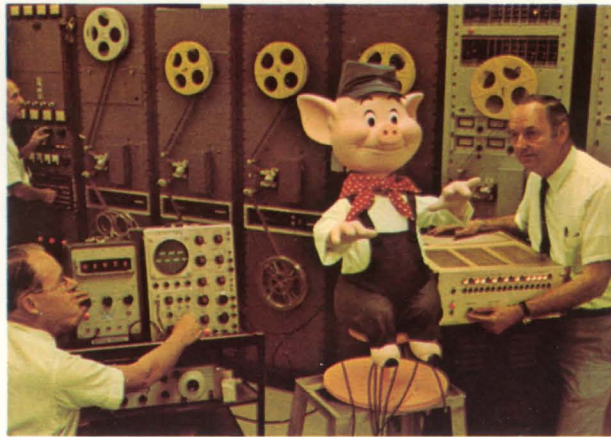


Liberty Square

will portray our nation at the time of its founding. Along cobblestone streets, shops and stores will recreate the way of life in colonial America. Here, too, will be located perhaps the most dramatic show in the Magic Kingdom... *One Nation Under God*, an inspiring story of America's freedom. Life-size and life-like figures of all 36 Presidents of the United States will be seen on-stage together, as part of a striking theatre production that will blend the amazing Disney *Audio-Animatronics* system with motion picture film.

Also in Liberty Square, overlooking a riverbank in "deathly splendor," will be the *Haunted Mansion*, an active-retirement home for 999 happy ghouls, ghosts, and goblins. Guests who venture through the gargoyled doorway will find an incredible array of lively spirits that seem to appear and disappear while performing "supernaturally."





Through space-age electronics, the magic of Audio-Animatronics will "bring to life" hundreds of performers throughout the Magic Kingdom. The cast will include country bears, tropical birds, strange underseas creatures, cowboys, indians, famous Disney characters, and, in one dramatic presentation, life size and life-like figures of all 36 American presidents.



Paddlewheel excursion steamers and sleek monorail trains will transport visitors to the Magic Kingdom entrance.



In Fantasyland

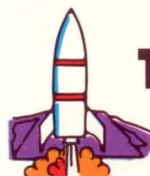
guests will relive the adventures of Peter Pan, Alice in Wonderland, and many other famous characters "come to life" from Walt Disney animated film classics.

The *Mickey Mouse Musical Revue* will present a spectacular and nostalgic visit with 60 of these characters. Mickey Mouse, Snow White and the Seven Dwarfs, the Three Caballeros, and all the gang are on stage "in person" to sing songs and play such familiar tunes as "Who's Afraid of the Big Bad Wolf" (from *The Three Little Pigs*), and "Zip-A-Dee-Doo-Dah" (from *Song of the South*).

Soaring 18 stories above Fantasyland will be magnificent *Cinderella's Castle*, highest point in the Magic Kingdom. Inside the Castle, guests will dine in royal splendor in *King Stefan's Banquet Hall*. Nearby, in *It's a Small World*, visitors will journey 'round the world to be entertained by hundreds of singing, dancing international performers.

20,000 Leagues Under the Sea will relive the adventures of Jules Verne's classic story. Guests will

board Nautilus-type submarines for a voyage to lost worlds, encountering strange undersea creatures along the way.



Tomorrowland

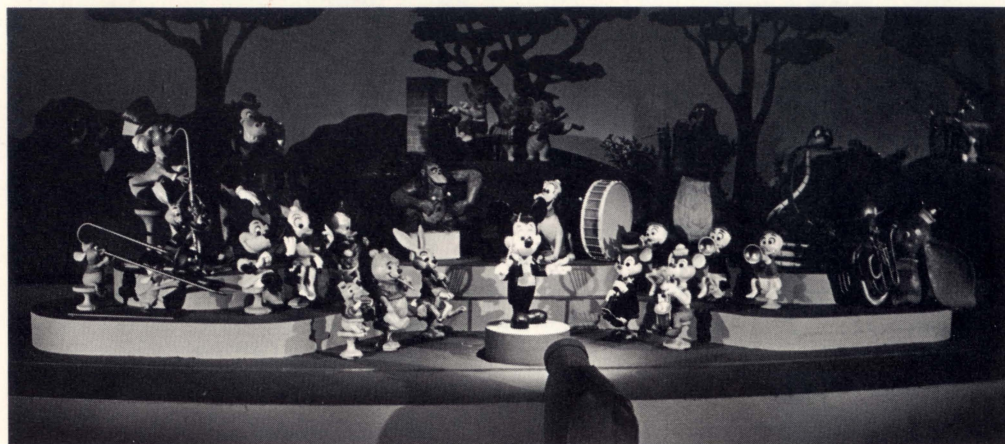
will be an ongoing preview of exciting new developments in store for the near and distant future. Many of America's leading companies will present adventures and shows designed as "living blueprints of tomorrow." Revolutionary new transportation systems and unique space-age communications will all be utilized as Tomorrowland explores new scientific frontiers. Guests will actually experience what many of America's foremost men of science and industry predict for the world of tomorrow.

An International Gran Prix will be the theme of the *Autopia*. Drivers of all ages will take the wheel of their own authentic, scale-size Gran Prix cars to "compete" along winding roadways.

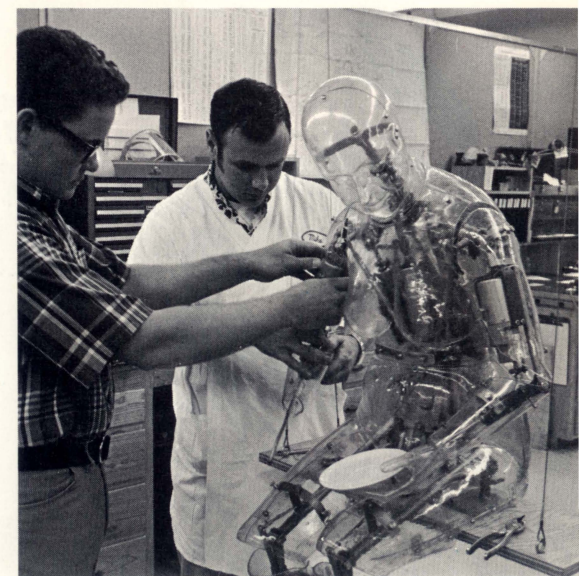
Later in Phase One's masterplan, Tomorrowland will present the spectacular *Space Mountain*, twenty stories tall. Inside, guests will pilot "space vehicles" on a thrilling journey.

As in California's Disneyland, the Magic Kingdom theme park will continue to expand as time passes, adding new attractions in each land. With six realms each presenting a different theme, the Magic Kingdom will be a place where fantasy, history, and adventure come together for "the young at heart of all ages."





Dozens of Disney characters will perform on stage (left) in the "Mickey Mouse Musical Revue" Main Street, U.S.A. (below left) will recreate turn-of-the-century America, at the crossroads of change.





THE THEME RESORTS

Five "International" hotels that symbolize Walt Disney World's thematic concept are being planned for development in Phase One . . . the first five years of the Vacation Kingdom's growth.



Located along the shore of beautiful Bay Lake will be the Contemporary Resort. Monorail trains will travel directly through its spectacular open-mall lobby.

Conceived by WED Enterprises, the Disney design and "Imagineering" firm, and Welton Becket & Associates, architects, each hotel will be a complete major attraction in itself, with its own recreation activities, entertainment, dining facilities, and resort atmosphere. Additionally, guests in any hotel will be able to enjoy the facilities of all others and the attractions of the entire "Vacation Kingdom" during their stay.

The hotels are called "theme resorts" because everything from interior decor to employees' costumes and dining room menus will carry out an overall theme. Two hotels, the Contemporary-style and the Polynesian, will open in the first year. The Asian, Persian and Venetian theme resorts will follow later in the Phase One plan.

Located along the Western shore of beautiful Bay Lake will be the streamlined 1,057 room "Contemporary" theme resort—its main building a graceful 16-story high rise. It will feature a spectacular open mall lobby, more like a landscaped

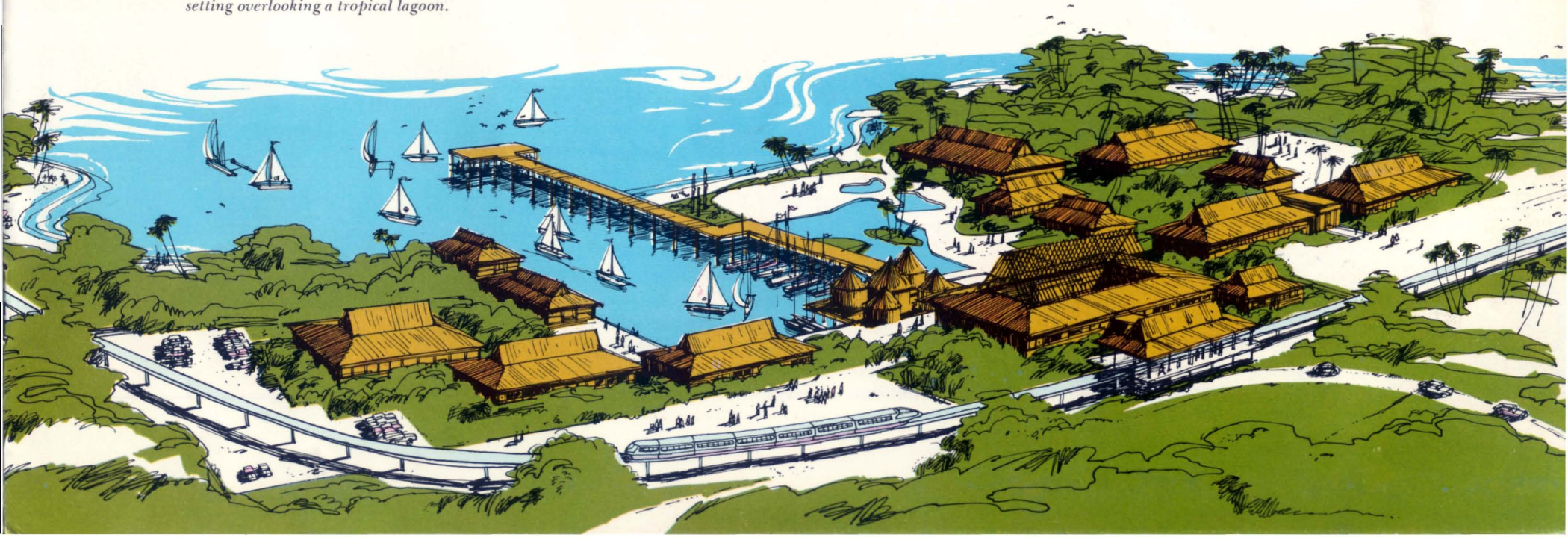
park, stretching longer and wider than a football field, and rising 90 feet to bronze-glass skylights above. Walt Disney World-Alweg Monorail trains enroute to the Magic Kingdom and other hotels will travel directly through the "lobby" to the terminal located inside. Open-air shops, boutiques, cafes, restaurants and lounges will encircle the garden-like mall where the silent monorail trains pass overhead every few minutes.

Guest rooms in the main building will offer views of either the theme park and lagoon to the West or the scenic lake to the East. Three-story garden wings located along the shoreline will overlook a wide range of recreation facilities including shuffleboard, tennis and volleyball courts, putting greens, and the hotel's own marina for sailboats and excursion vessels.

Just steps away, three unique swimming pools will meet the needs of every member of the family. Lakeside promenades will lead to a larger-than-Olympic-size pool for adults and a special wading



A "South Seas" vacation will be offered at the Polynesian resort. Guest rooms will be located in a Pacific Island village setting overlooking a tropical lagoon.



pool for children. Nearby, just off the shore, guests will enjoy a large circular pool in the center of an island-like sundeck, or swim in the crystal clear waters of the surrounding lake. Here, too, special activities and facilities will be available for teenage visitors. High atop the main building, 16 stories above the lake, a glass-walled penthouse restaurant will provide a dramatic vista of the entire Vacation Kingdom.

The leisure-life of the Pacific Islands will come to the East in the village setting of the Polynesian resort hotel. Entertainment, food and decor will all take on a festive luau atmosphere. Many guest rooms will seem like individual "tropic isles" as they overlook a picturesque lagoon . . . making visitors feel almost as if they have arrived in the legendary far-Pacific.

Like the other hotels, the Polynesian will provide a variety of recreation activities. Guests will play tennis "under the palms," swim in tropical pools with cascading waterfalls, lounge in the sun on white sandy beaches or go sailing practically from the doorstep of their rooms. Golfers may "warm-up" on a huge shoreline putting green and then try their skills on the Vacation Kingdom's nearby championship courses.

Evenings in the Polynesian resort will take on a special magic. An exotic restaurant and cocktail lounge will offer dining, dancing, and entertainment from the South Seas. Under the stars, guests will enjoy a luau with other "islanders" or board a sidewheel steamer for a moonlight excursion cruise on the lake and lagoon.

The Asian hotel will be strongly Thai in its motif. A theme restaurant and lounge at the top of its 160-foot tower building will provide an enchanting setting for nighttime dancing and stage-show entertainment. Each of its 600 rooms, including 50 elegant suites in royal Thai decor, will

look out on the lagoon or a central recreation area.

At the Venetian resort, an enclosed small boat harbor and intricate system of waterways will recreate the old world charm of the famed Italian "City of Canals." Shopping will be a unique experience as guests travel by gondola along "streets of water" and under ornate bridges linking various sections of the resort. The style is reminiscent of St. Mark's Square, complete with a 120-foot campanile which will toll the time. The entire lobby will be glass-topped, creating a brilliant, sunlit atrium effect indoors.

Stepping right out of *The Arabian Nights* is the Persian resort which will reign like an exotic far-Eastern palace on the Northwest shore of the lake. Jewel-like mosques and columns will rise above landscaped courtyards, while terraced sundecks offer sculptured swimming pools and "old Persian" dining facilities. Guests will practically be able to sail to their own rooms through a sheltered marina.

The resort hotels for Walt Disney World mark the second time WED Enterprises and Welton Becket & Associates have worked together. The friendship of company founders Walt Disney and Welton Becket brought them together in the design of buildings that housed Disney shows at the 1964-65 New York World's Fair.

The designs of Welton Becket & Associates have won the firm international respect and awards. The Becket organization drew the master plan for Century City in Los Angeles, and its designs include the Gulf Life Insurance building in Jacksonville, Florida, the Xerox Building in New York City, and the handsome Los Angeles Music Center. Among its hotel concepts are the Nile Hilton, the Manila Hilton, the Intercontinental Hotel in Auckland, New Zealand, and the Southern Cross in Melbourne, Australia.



FUTURE



Additional resort hotels, themed from around the world, will be developed along the shores of the picturesque lake and lagoon according to future demand. Already being planned are the Thai-inspired Asian resort, the exotic Persian-style and the Venetian (right).



OCTOBER
1971

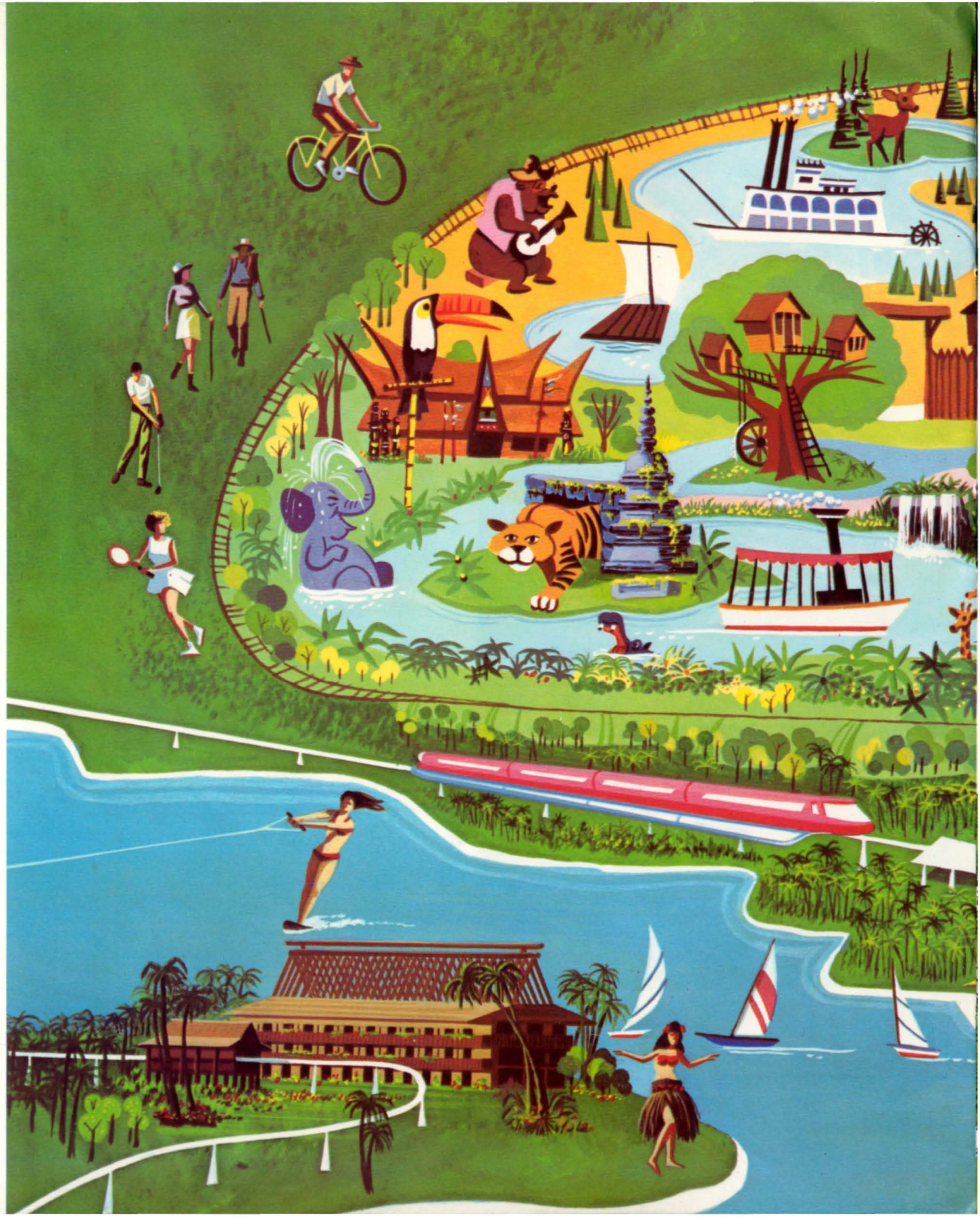
A VISIT TO Walt Disney World

(Editor's Note: When visitors arrive late in 1971, they'll enter the Walt Disney World property about a mile from the Interstate 4—State Road 530 intersection. For the next five miles, guests will travel along a scenic boulevard, moving north to the Vacation Kingdom's main entrance parking center. From that point, this is what a first time visitor might see in his first look at Walt Disney World.)

Enter Walt Disney World and leave the world of today behind. Your visit really begins aboard a monorail train, departing from the main entrance station a mile or so distant from the new Magic Kingdom theme park.

In moments, your Walt Disney World-Alweg Monorail is riding over a scenic "highway in the sky," and you are looking across a vast "Vacation Kingdom"—2,500 acres of resort and recreation land, stretching nearly three miles from East to West, and almost two miles from north to south.

At the visual center of this vacationland stands the new Magic Kingdom theme park. Surrounding it, strung out like separate jewels on a neck-





lace, are the major "theme resorts" of Walt Disney World. Although each is distinct in the architectural and cultural concept it represents, the resort hotels are interlaced by a network of land and water transportation systems. In Walt Disney World, distant Asia and the island world of Polynesia are but minutes apart.

Your monorail train is a window onto this world. As you travel along toward the entrance to theme park, you are introduced to the theme resorts . . . and to all the recreation activities of this Vacation Kingdom. Thus the monorail serves a dual purpose in Walt Disney World—first as a means of access to both the theme park and the hotels . . . and second as an excursion-tour, introducing all the adventures awaiting the vacationer staying in this new destination resort.

Rich in water, Walt Disney World has harnessed the beauty of its natural environment for sport, and for entertainment. From your seat aboard the Walt Disney World-Alweg Monorail, you can see the boating, sailing and water-skiing activities on scenic Bay Lake. The lake, a pristine setting sheltered by towering stands of cypress and pine, is circled by beaches of pure white sand, where visitors are relaxing in the sun, and swim-



ming in inlets free from boating activity.

Perhaps the most exciting waterway in this water wonderland is the broad lagoon that flows out of Bay Lake. Here a curving channel a quarter of a mile wide has been carved, separating the theme park and the theme resorts, and over this lagoon all manner of riverboats are traveling.

Today is a typical day in the Vacation Kingdom. Guests in sailboats have set out on the breeze for the Polynesian resort. Power boats are hauling water skiers. And side-wheelers, launches and colorful excursion steamers are transporting guests between the theme park and their hotels. When the sun sets, these steamers will continue to travel up and down stream, carrying guests on the popular evening pleasure excursions.

Tonight is also a special occasion in the Vacation Kingdom — the annual "Dixieland" show, one of many special events in Walt Disney World. On these evenings, the lagoon and lake become a matchless "stage" for water extravaganzas . . . a three-mile long "parade route" that passes within hailing and viewing distance of the hotels.

Although there is a natural emphasis on aquatic-oriented sports, you can see from your mono-

rail train that recreation on land is just as plentiful in Walt Disney World. Championship golf courses challenge the amateur and professional. There are three-par courses and putting greens at the hotels, and miniature golf for the youngsters. Tennis courts, archery ranges, and areas for shuffleboard and other light recreation are within walking distance of every guest.

Of more interest, perhaps, is the way man and nature have combined in Walt Disney World to create recreation activities. Bicycle and bridle trails lead from each hotel out around the golf courses and through scenic, wooded areas of the site. There are nature tours, and the more adventurous can camp out or join a lakeside barbecue or campfire sing at night. And "Blackbeard's Island," in the middle of the lake, is a young explorer's paradise.

This is the resort land that unfolds as you enter Walt Disney World. Long before your monorail train arrives at the theme park entrance, your "window on the world" has revealed a land filled with vacation adventures . . . an area so rich in entertainment and recreation that it may truly be called, a whole new "Vacation Kingdom."



FIRST FIVE YEARS — a growing “World”

Walt Disney World's Phase One, the first five years, will mark “the realization of a key part of a long-term master plan for growth,” according to Donn B. Tatum, President of Walt Disney Productions.

The plan for Phase One calls for development of the destination-vacation resort over a five-year period during which time the new Disneyland-style theme park will be created, five hotels are planned, and a wide variety of recreation and entertainment attractions will be offered to guests who come to spend their family vacation headquartered at Walt Disney World.

“Our five year program of development is very similar to the way California's Disneyland grew,” Tatum recalled. “When Walt Disney said on opening day that ‘Disneyland will never be completed,’ he was really embarking on a long-term program of additions and development. That's what we are beginning here — a long-term program of growth in which the Phase One vacation complex represents the first five years.”

In the first year, Walt Disney World will present far more in entertainment and attractions than

did California's Disneyland in its early years.

“In Florida, we have the whole vacationland area to work in,” Tatum said. “There will be entertainment and recreation activities on the lake, the lagoon, the islands, and at each of the hotels. And the theme park itself will offer many more attractions than the 17 we started with at Disneyland in 1955.

“Walt Disney World is already planning its future growth,” Tatum said. “WED Enterprises and the Welton Becket organization have already developed the basic themes and plans for five major hotels. In conjunction with United States Steel, we will open two resort hotels in the first year — the Contemporary-theme and the Polynesian-style. The others will be ready to meet the demands of our audience as experience dictates.

“Looking beyond Phase One,” Tatum concluded, “we have additional projects and concepts on the boards for many years ahead. We can confidently say that there will always be something new for families to see and enjoy on future visits to Walt Disney World.”



SPECIAL ENTERTAINMENT

a limitless choice

From a South Seas luau to an elegant dinner dance . . . a moonlight cruise to a Dixieland jazz concert "down by the river side" . . . the *Fantasy in the Sky* fireworks spectacular . . . these will be just a few of the entertainment moods in Walt Disney World.

Although many adventures and special events will be located within the theme park, a wide range of other shows and entertainment will always be "on stage" throughout the entire Vacation Kingdom.

The resort hotels will be showcases in themselves, presenting themed entertainment consistent with the atmosphere of each. The Polynesian resort, for example, will offer Tahitian fire dances, Hawaiian luaus, and other activities inspired by the Pacific Islands. At the Contemporary Hotel, popular entertainers of the day will be featured.

In addition to its specially themed activities, plans are for each hotel to present nightly entertainment spectacles to appeal to every taste, and

both family and adult audiences. Top name popular, folk and rock groups will perform. A Dixieland cruise will feature a Southern fried chicken dinner and show. After-dark extravaganzas, boat shows, fireworks spectacles, motion picture and cultural premieres, and live theatre productions are in the planning stages. Special holiday shows, parades, and festivals will also bring the changing seasons to the Vacation Kingdom.

The unique concept linking the resort-hotels and the theme park by boat and monorail transportation systems will allow resident guests to dine in elegance in the Contemporary Hotel, enjoy the attractions and adventures of the Magic Kingdom for "dessert," and end the evening with a late show or snack at the Polynesian resort. The entertainment choices will be limitless in this vacation-destination world.



GOLF

18-hole championship courses

Three 18-hole par-72 championship courses will challenge the talents of vacationing golfers and demonstrate, at the same time, the way man and

nature can work in harmony through proper planning and use of a natural setting.

Walt Disney World's golf courses will be almost park like, with dense stands of pine and bay trees lining the fairways. Gently rolling landscapes will be laced with winding streams. And jewel-like lakes and ponds, dotting the countryside, will offer golfing hazards as well as picturesque scenery.

Chief designer is architect Joseph Lee, highly regarded in golf circles for his courses throughout the United States, South America and the West Indies, including the site of the 1969 PGA National Championships.

In Walt Disney World, Lee was presented the rare opportunity of designing 54 holes at the same time, 36 of which will be ready for first year vacationers. "They'll be tough, but they'll be highly unusual and interesting," Lee says. "Each hole will have its own unique personality that will challenge the skills of everyone from high handicappers to scratch golfers."

Further enhancing the atmosphere will be the beautiful Walt Disney World clubhouse. It will closely reflect the South Seas atmosphere of the nearby Polynesian resort in both architecture and lush tropical landscaping. A pro shop, dining room, cocktail lounge, and complete golf service facilities will be offered. Just a few steps away, guests will find large putting greens and oversize practice areas.

Unusually large tees will enable each of the championship courses to be extended from about 6,500 yards to more than 7,000 yards for tournament play and guests seeking the ultimate challenge for their game.

"Golfers coming to Walt Disney World," concludes Lee, "will discover that each course is a sight-seeing trip in itself, because the setting here will be among the most beautiful in the world."



CONVENTIONS

**a place for
business,
fun and family**

The combination of entertainment and recreation, resort accommodations and meeting facilities will make Walt Disney World a national and international center for conventions and meetings unlike any other vacationland in the world. This outstanding blend of attractions and facilities is proving so popular that reservations have been made for conventions as far ahead as 1976.

Each of the resort hotels planned around the lake and lagoon will contain elaborate facilities for large or small meetings. The Contemporary resort will offer two large ballrooms and nine major meeting rooms. The main ballroom will have a floor space of 15,600 square feet capable of seating 1,200 persons for dinner and more than 1,700 for meetings.

A major exhibit area of 14,500 square feet will provide room for more than 100 display booths. A large number of spacious suites are also being planned as convention hospitality rooms. Additional convention facilities will also be offered in a different motif at the Polynesian resort.

Of particular importance to meeting planners, the hotels will be interconnected by a closed-circuit television system to keep all participants in

contact with business proceedings, schedule changes and other data.

Entertainment is the keynote in Walt Disney World . . . an almost endless variety of entertainment that will make conventions in the Vacation Kingdom different and unique. Pleasure and convention activities have been interwoven within a single vacation complex, an environment that offers the family or businessman a variety of activities to enjoy day and night — before, during and after business meetings.

Walt Disney World's convention reservations, in order not to conflict with general demand from vacationing families, are being offered for specific periods of the year only. Large-scale business accommodations are available during approximately eight months of each year.

DISNEY TRADITION

every guest a V.I.P.

When Walt Disney World's Phase One opens in October, 1971, it will establish a "new standard in family vacations." That's the belief of many people in the travel industry — a belief echoed by E. Cardon Walker, chief operating officer of Walt Disney Productions.

"From opening day, we will present an exciting show throughout the Vacation Kingdom," Walker says. "And most important, we know it will be a *unique* show because all the attractions—the Magic Kingdom theme park, the recreation activities, hotel entertainment and facilities, golfing, transportation, and every other aspect of Walt Disney World — will be operated by our own Disney people. Their past record speaks for itself."

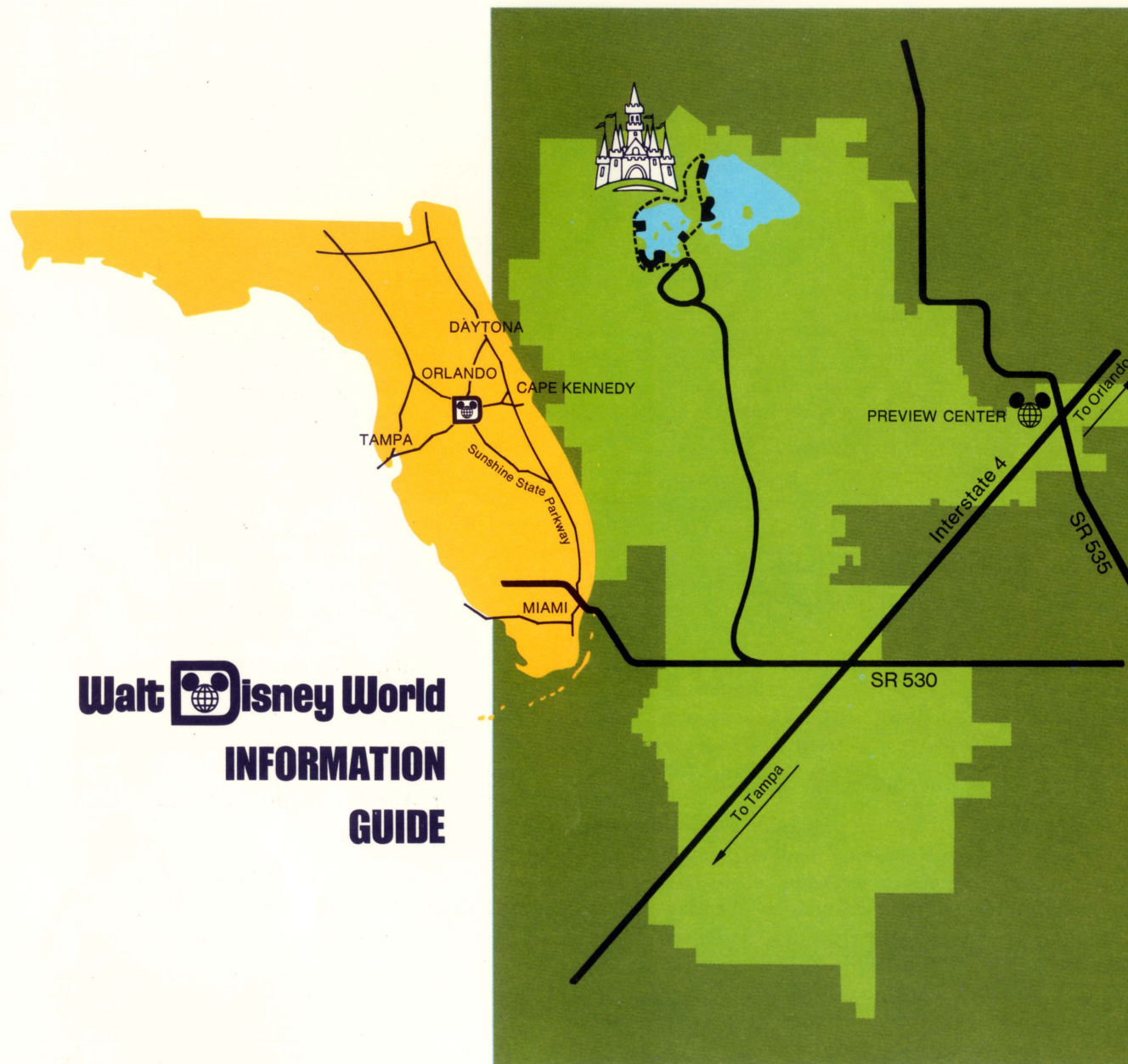
The record Walker speaks of is a remarkable

world-wide reputation for friendliness and personal service gained at Disneyland over the past 15 years. Walt Disney began this philosophy prior to Disneyland's opening day when he established a whole new kind of employee training school . . . a "University of Disneyland" where every new employee receives instruction almost unheard of in the entertainment-recreation world.

"We train our employees," Walt Disney said, "so that they'll be there mainly to help the guests." A brand new language was formed . . . employees became "hosts and hostesses" . . . so that *every* guest would be treated like a V.I.P.

To date, more than 90 million guests from 120 nations have already experienced the Disney V.I.P. magic at California's Disneyland. Among them have been such American leaders as Presidents Harry Truman, Dwight D. Eisenhower, John F. Kennedy and Richard Nixon. Dozens of foreign heads of State have also sampled the Disney brand of hospitality including Prime Minister Nehru of India, King Baudouin of Belgium, and the Shah and Empress of Iran. (This international popularity once prompted the *Christian Science Monitor* to write that Disneyland has become "almost an instrumentality of American foreign policy.")

"Each year, we receive thousands of letters from people around the world who have visited Disneyland," Walker says. "Almost every letter mentions three things about their visit: The wonderful show, the cleanliness, and the friendly employees. With these three key ingredients, just as Disneyland established a new style in outdoor entertainment, we intend that Walt Disney World establish a new standard in family vacations. We're confident that we'll do it . . . because in Walt Disney World, every guest will receive the V.I.P. hospitality that has always been our trademark at Disneyland!"



Walt Disney World INFORMATION GUIDE



Where is Walt Disney World?

Walt Disney World's location, 15 miles southwest of Orlando, Florida, places it almost at the very center of America's number one vacation state. This is also the crossing point for an extensive network of major highways carrying motorists through the center of the "Sunshine State." Thus, Walt Disney World will be a convenient "home base" for families to spend their vacation in Florida. (For exact location, see adjacent map.)

When will Walt Disney World open?

The "Vacation Kingdom" will open in October, 1971.

Is it served by public transportation?

The Walt Disney World-Orlando area is served by various types of public transportation. Consult your travel agent or major airline, train or bus schedules to meet your vacation plans.

How long should you plan to stay?

Walt Disney World is so designed that families may plan to stay for their entire vacation — or just spend the day enjoying the adventures of the “Magic Kingdom” theme park. Day visitors to the Magic Kingdom should note that in California’s Disneyland, similar in size and number of attractions, the average guest stays more than seven hours.

Where can you get convention information?

For information, please write Walt Disney World Conventions, Box 40, Orlando, Florida 32802.



*Walt Disney World Preview Center . . .
now open at Lake Buena Vista, Florida.*

Can you visit Walt Disney World now?

No, but the Walt Disney World Preview Center is now open daily in the new community of Lake Buena Vista, located at the intersection of Interstate 4 and State Road 535. The Preview Center features models, artists’ renderings and a motion picture detailing the plans for the entire Vacation Kingdom. Due to the press of busy construction schedules, the Walt Disney World property itself must remain closed to the public until opening day — October, 1971.

What about hotel reservations?

The 1057 room Contemporary resort will be open in October, 1971, followed shortly thereafter by the 500 room Polynesian resort. For reservations or information, please write Walt Disney World Hotels, Box 78, Orlando, Florida, 32802.

Will there be other accommodations?

In addition to the resort hotels within Walt Disney World, nearby Lake Buena Vista will also offer outstanding facilities. Travelodge, The Dutch Inn and the Royal Inn alone will offer more than 1,200 accommodations in a lakeside setting complete with swimming, boating, golf putting greens, and other recreational activities. And, just minutes away, will be the adventures of the Magic Kingdom theme park and all the recreation and entertainment activities of the entire Vacation Kingdom. These major new hotels, in conjunction with Walt Disney World’s theme resorts, will provide a wide selection of vacation accommodations to fit the needs of every family.

How can you obtain additional copies of this souvenir edition?

Send check or money order to “Preview Edition,” Box 40, Orlando, Florida 32802. Enclose \$.65 per copy (includes postage).



**27,000 acres in
the center of the
"Sunshine State"**

Walt Disney World is dedicated not only to how people play, but also to how they live and how they will work.

In land area, Walt Disney World encompasses approximately 27,000 acres — an area twice the size of Manhattan Island, and about the same as the city of San Francisco.

"There's enough land here to hold all the ideas and plans we can possibly imagine," Walt Disney said about the land acquired for Walt Disney World. And in the Master Plan for these 43 square miles, Walt Disney incorporated the ideas and philosophies of a lifetime.

Because of its size and scope, the Master Plan will take many years to complete. At its ultimate development, it is planned to include:

☐ A complete "vacationland" opening in October, 1971, encompassing theme resort hotels, motor inns and camp site accommodations, and featuring a wide variety of land and water recreation facilities;

☐ Within this Vacation Kingdom, a family theme park similar to Disneyland in California;

☐ An entrance and reception complex to receive and welcome all guests;

☐ An "airport of the future," offering service to private and executive aircraft as well as commercial "commuter" service;

☐ An industrial park designed to showcase American industry at work;

☐ A transportation system carrying guests from place to place, linking the many attractions of Walt Disney World;

☐ And an Experimental Prototype Community of Tomorrow (EPCOT) where, as Walt Disney said, "people actually live a life they can't find anywhere else in the world today."

EPCOT will be a "living blueprint of the future" . . . a fully operating community with a population of more than 20,000. Here, American free enterprise will constantly introduce, test, and demonstrate new concepts and technologies — years ahead of their application elsewhere.

The enormous complexities of building an entire city — especially one conceived as a "blueprint of the future" and a perpetual showcase for American free enterprise — will require the cooperation of major American industry and considerable research and development before it is undertaken as part of the "second phase" of Walt Disney World.

However, many of America's major corporations have already expressed enthusiasm and interest in the concept. U.S. Steel, Monsanto, RCA, and Aerojet-General are among those now working with WED Enterprises to develop systems and materials that can be applied not only in EPCOT,

but in the vacation, recreation and entertainment areas of Walt Disney World.

U.S. Steel has developed technical innovations in construction that will keynote the first two resort hotels in the Vacation Kingdom — the Polynesian and the Contemporary. They will be built by unitized or modular construction, the first major use of steel-framed unitized construction in the world. This concept could have wide ramifications in meeting the needs of the world's growing population.

Monsanto is developing new materials that will be introduced and employed in the Contemporary and Polynesian resorts. Monsanto officials point out that "when such ideas and products are introduced in the right environment, new elements of a better life for millions of people are the inevitable results." Walt Disney World, they believe, will become "an adventurous new research and development laboratory."

RCA is working with the Disney staff to plan "the first twenty-first century information-communication system," providing instantaneous information on Walt Disney World activities. Designed to serve both guests and Walt Disney World personnel, this remarkable electronic system blends computer, telephone, automatic monitoring and control, mobile communications, television and wideband systems into one totally integrated system. It will offer immediate reservations, from hotel accommodations to dinner, and guests will be able to make them while at home planning their vacation or after they've arrived in Walt Disney World.

Cleanliness has always been one of the outstanding characteristics of California's Disneyland. In Walt Disney World it will be given special attention through the introduction of a new waste disposal system, in conjunction with the

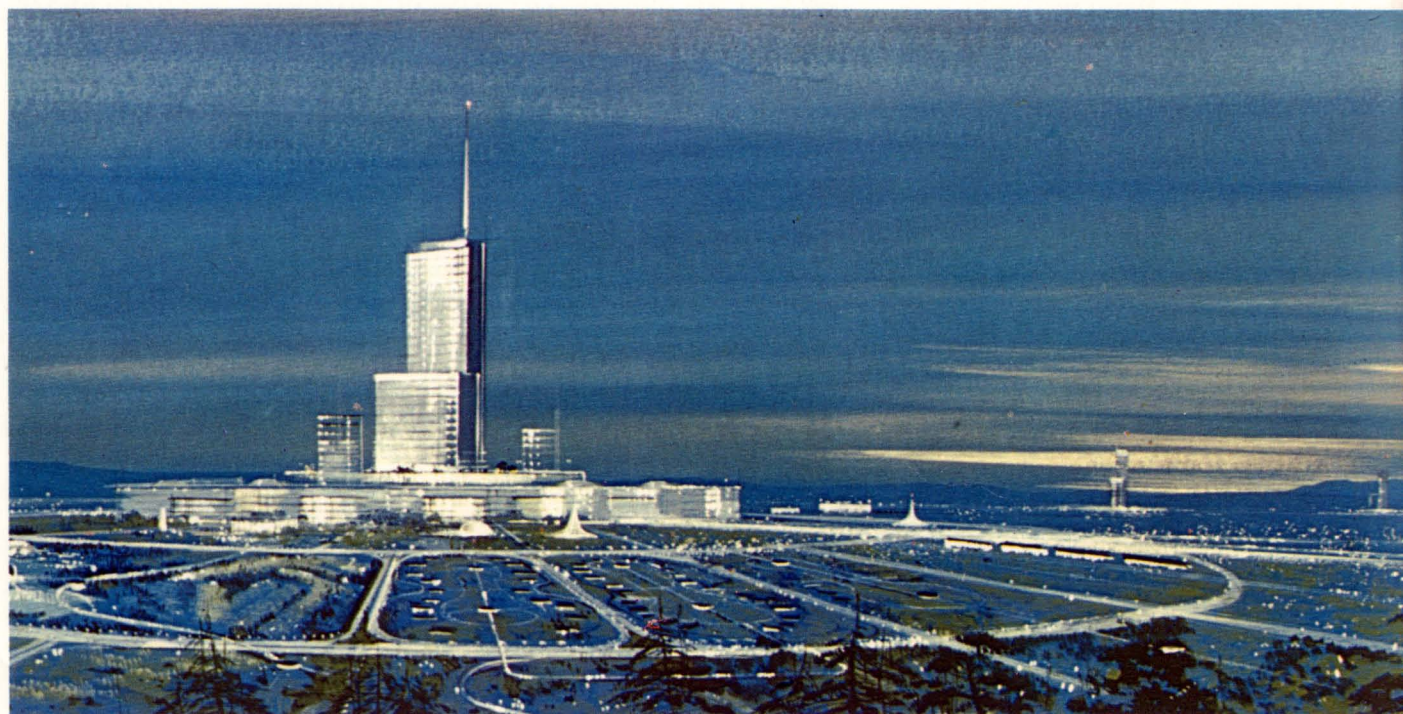
Aerojet-General Corporation. Throughout the theme park, a series of collection stations will automatically dispense refuse into vacuum tubes to be carried away underground to a central disposal plant. This "unseen housekeeper" could be a prototype system for large urban areas concerned with environmental planning and living.

In these and other ways, Walt Disney World, from the Vacation Kingdom of Phase One to the city of the future, EPCOT, will be continually pioneering new systems for tomorrow that will operate today.

Roy Disney, Chairman of the Board, Walt Disney Productions, spoke of the immense challenge posed by the Master Plan. "During more than five years of planning and development, we have taken positive steps to establish a solid, creative foundation for Walt Disney World. The enthusiasm expressed for our concept by American industry and the cooperation given to the Disney organization by all levels of government in Florida have been important factors in this effort.

"The agreements which our company has reached with U.S. Steel, RCA, and Aerojet-General are but the first examples of industry participation to be announced for Walt Disney World. The research carried out and the experience gained in the construction and operation of Phase One will provide immense knowledge for our organization as it assumes the challenge of creating the Experimental Prototype Community of Tomorrow in future years.

"The task before us," Roy Disney continued, "will require all of the talent and experience Walt brought to our company over the years. Nevertheless, I sincerely believe that our organization represents the most highly creative, experienced and talented reservoir of personnel ever assigned to the development of an outdoor recreation attraction."



EPCOT— Experimental Prototype Community of Tomorrow (future development).

*When Walt Disney World opens in October, 1971, a new kind of
vacation experience will be offered to families and visitors
from around the world. Whether guests come for the day
or plan to stay for their entire vacation, they'll find
a whole new "world" of recreation, entertainment, and relaxation*

... they'll be in



"THE VACATION KINGDOM OF THE WORLD"

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